

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Wednesday, September 28, 2016
5:00 PM

DRAFT Minutes

Present: Chair Toni Moran, Anne D’Alleva, Betsy Paterson, James Watt, and Cara Workman

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 5:00 PM.

2. Public comment

There was no public comment.

3. Approval of Minutes from April 27, 2016

Betsy Paterson moved to approve the Minutes from April 27, 2016. Anne D’Alleva seconded the motion. The Minutes were approved unanimously.

4. Review of the Celebrate Mansfield Festival

Ms. Paterson reported that the 13th Annual Celebrate Mansfield Festival was very successful. She noted that there were over 90 booths (97 had signed up, but there were a few groups that either dropped out last minute or failed to show that day); there were over 130 volunteers; and over 150 businesses and community organizations participated in some way throughout the day. Ms. Paterson added that she and Cynthia van Zelm visited almost every booth and received a lot of positive feedback from participants.

Ms. van Zelm said she had received some suggestions from participants after the event.

Ms. Moran said two people were stung by bees on Dog Lane and suggested that booths not be located near trash receptacles.

5. Updates on upcoming events

Kathleen Paterson provided brief updates on the plans for the Mansfield Pup Crawl (Saturday, October 15) and Trick-or-Treating (Saturday, October 29). She shared with the Committee that UConn Alumni will host their third Storrs Center Stroll on Sunday, October 23 as part of their Huskies Forever Weekend. Ms. K. Paterson explained that the past Strolls were very well-attended.

Ms. K. Paterson asked the Committee for feedback regarding the 4th Annual Winter Welcome (Saturday, December 3). She recalled a conversation she had last year with the E. O. Smith High School

choir director about possibly changing the time so that the singers were finishing as the winter lights were becoming visible on the Square.

After some discussion, the Committee proposed changing the time to 2:00 to 5:00 PM and focusing the event on the caroling and the visit from Santa Claus. The Committee expressed interest in having vendors on the Square in addition to inviting the downtown businesses to participate with sales, specials, and/or open houses.

Ms. Moran asked how the rental of the Town Square by other groups has been.

Ms. K. Paterson replied that a handful of outside groups have requested to use the Town Square. She explained she has not yet publicized that the Town Square is available for use by outside groups because there is still work to be done internally on the policies and procedures, e. g. creating a user-friendly application for groups.

Ms. van Zelm said that she, Ms. K. Paterson, and staff from the Town Manager's office are working on finalizing all of the materials, posting the ordinance to the Town's website, and preparing to publicize its availability within the next few weeks.

6. Discussion of the Strategic Plan

Ms. Moran explained that, at their September meeting, the Partnership Board of Directors approved the Strategic Plan, which includes a reorganization of the Partnership's Committee structure. Ms. Moran said that the Advertising and Promotion Committee would be dissolved.

Ms. van Zelm noted that the change in the Committees will require a by-laws change, which must be voted on by the Partnership membership. She said the expectation is that the Committee would be dissolved, but that would not be finalized until the by-laws are officially changed. She explained the next steps in bringing the by-laws changes to the membership.

The Committee discussed whether or not future meetings would be needed and decided to meet again in November to review the October events.

Ms. Moran asked the Committee to review the Strategic Plan and share any suggestions at the next meeting.

7. Adjourn

Ms. Paterson moved to adjourn the meeting. Jim Watt seconded the motion. The meeting adjourned at 6:05 PM.

Minutes prepared by Kathleen M. Paterson.